Online Specs

Online Rates

Opportunities

Community

Macworld

Every month,
Macworld.com
attracts
a community
of over
one million
Mac professionals
and enthusiasts.

Macworld's Demographics

Age: 33 years old
55% age 18–34
Sex: 92% Male
Annual Income: $88,000 HHI
Education: 99% college educated

Computer Expertise

76% are advanced or expert computer users
76% use Microsoft Office regularly
59% use Adobe Photoshop
45% use Video Software

12 Month Plan to Purchase

92% plan to buy computer hardware.
84% plan to buy a computer system.
60% plan to buy storage devices.
55% plan to buy digital cameras.
53% plan to buy display and output devices.

Increase response with the strongest media brands in the Mac market.

Strong iPod, iBook sales lead profit

Apple reported on Wednesday a net profit of US$46 mi
second quarter ending March 27, 2004. During a call w
Apple noted that almost half the new machines sold we
also moved 809,000 iPods -- even more than it did dur

Apple also announced plans to open a retail store in London, England by th
at Apple's second quarter unit sales reveals that fewer Power Macs were sold
previously anticipated, with a drop off in iMac sales and a poor showing in
Apple is anxious to correct.

SUMMARY OF TODAY'S STORIES ➲

THE WEEK'S TOP STORIES

WWDC: Apple intros 30-inch Cinema HD display

Apple responds to Trojan Horse Advisory

Large Format Ad Units
Make the biggest impact with our large format ad units. We offer Leaderboards, Wide Skyscrapers, and Big Box messaging units. Receiving the best response on our sites, these units are a great way to drive immedi-ate results and maintain consistent brand awareness.

Home Page Tile Units
Consistency and great posi-tioning make our home page tiles a hot property. Combined with reasonable prices, they offer an excellent way for small to mid-size businesses to generate new business and build awareness.

Online Ad Showcase
Building on the success of our home page tile units, our Online Ad Showcase offers advertisers an inexpensive way to reach a large audience. Showcase tiles rotate through all the pages of our award winning sites providing each of the 12 tile advertisers 1/12 of our sites impressions, as well as a permanent ad placement within the show-case itself.

eMail marketing
With two weekly newsletters and a solo email program, we have what you need to reach our market and make it yours.

Hot Deals Text Program
Text advertising has exploded as an excellent way to inex-pensively reach a broad audi-ence and drive results for your business. Our Hot Deals program will be an excellent way for you to join in the success. Your deal will rotate through the pages of our sites providing a compelling and updated source of hot deals for our audience.

Big Ideas
From sponsored forums to custom publishing and beyond, we have a lot more to offer. Contact your sales representative for new ideas that will allow you to make an even bigger impact.

Online Specifications

LeaderBoard	728x90	25k max	GIF, JPEG, or SWF
Wide Skyscraper	160x600	25k max	GIF, JPEG, or SWF
Big Box Unit	300x250	20k max	GIF, JPEG, or SWF
Home Page Tile	120x90	8k max	GIF, JPEG, or SWF
Showcase Tile	120x90	8k max	GIF, JPEG, or SWF
Hot Deals Text Ads	25 words with linking URL		

eMail Marketing

Newsletter Top Sponsorship	Text: 75 words or less with one link HTML: 120x600, GIF or JPEG, 20k max
Newsletter Mid Edit Sponsorship	Text: 50 words or less with one link
Macworld Solo email	Text: 400 words max, word wrapped to 65 characters / line HTML: 20k max file size Subject Line: 60 characters max including "Macworld offers"

Please email all creative to online_ads@macworld.com at least two business days before posting date. eMail marketing creative must be received three business days prior to distribution date.